

1425 boul Rene Levesque Ouest, bureau 1200
Montreal, H3G 1T7
January 28, 2020

From: The World Federation of Hemophilia

To: Mayor and Council

Good afternoon,

On April 17, 2020, we are asking landmarks all over the world to **Light it Up Red!** in the name of the 30th anniversary of World Hemophilia Day! Lighting up a building or landmark in red will help bring attention to those affected by inherited bleeding disorders.

The World Federation of Hemophilia is an international not-for-profit organization and global network of patient organizations in 140 countries. We have been providing global leadership to help improve and sustain care for people with inherited bleeding disorders—including Hemophilia, von Willebrand disease (VWD), rare factor deficiencies, and inherited platelet disorders—for over 50 years.

We have seen amazing participation by both our community and partners over the past few years for the **Light it Up Red!** initiative. In 2019, nearly 70 major landmarks around the world participated.

For more information regarding World Hemophilia Day please visit: www.wfh.org/en/whd



We kindly ask you to send us photos of buildings and landmarks that have been lit up red in addition to using the hashtag: #WHD2020

Thank you very much for taking the time to consider our cause, and I look forward to hearing from you!

All the best

LAURA PODMORE

Assistant, Communications & Publications • Assistante, Communications et publications • Asistente de comunicaciones y publicaciones

World Federation of Hemophilia • Fédération mondiale de l'hémophilie • Federación Mundial de Hemofilia

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Landmark Lighting Request Form

Please complete the form and scan/email to corporate@whistler.ca along with your cover letter addressed "To Mayor and Council" with information regarding your campaign or cause.

We will contact you to confirm the status of your request.

Contact Name	Laura Podmore
Organization	The World Federation of Hemophilia
Business Address	1425, boul. René-Lévesque Ouest, bureau 1200
City/Province/Postal Code	Montréal, Québec H3G 1T7 Canada
Business Phone Number	+1 514.875.7944
Business Email	lpodmore@wfh.org
Website Address	https://www.wfh.org/en/home
Brief description of the event associated with your request - 75 words or less <i>(Information here will be used for communications and the sign on the bridge. RMOW will edit copy if necessary.)</i>	On April 17, 2020, we are asking landmarks all over the world to Light it Up Red in the name of the 30th anniversary of World Hemophilia Day! Lighting up a landmark in red will help bring attention to those affected by inherited bleeding disorders. Since 1989, patient groups worldwide have annually marked WHD on 17 April to raise awareness and understanding of hemophilia and other bleeding disorders. For more information please visit: www.wfh.org/en/whd
Optional: Social Media Campaign Title (include hashtags)	Get social by using the hashtags #WorldHemophiliaDay, #WHD2020, and #LightItUpRed and let us know how you will be marking World Hemophilia Day!
Landmark Choice	<input checked="" type="checkbox"/> Fitzsimmons Covered Bridge
Date of Event	April 17, 2020
Colour Request	Red

Signature: Laura Podmore

Date: Jan 28th, 2020

This application does not guarantee that your event lighting request will be approved or your date is available.